



PMUSA.com Health Issues Content Lab Worksheet  
NOVO / Giant Step — 4/12/02

**Attendees:**

PMUSA

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NOVO/Giant Step

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**Section I – Facts about your category to consider.**

a. Relevant ISAR (Internet Solutions Analysis Report) Results

- Health Issues is the #25 entry page
- #17 top page viewed
- Not in top 25 exit pages
- #3 visited page in Tobacco Issues

b. Relevant focus group findings

- Many focus group participants complained that this section's information was not practical or useful.
- Many focus group participants said the Quitting Smoking section doesn't provide concrete recommendations or action steps on how to quit.
- Many focus group participants said that the most important issue for PMUSA.com should be "health issues related to smoking".
- Many focus group participants said that this section was one of the two best-received sections for its succinct, candid, spin-free delivery.

Draft- For discussion purposes only  
Notes prepared by NOVO/Giant Step

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**Section II – Discussion topics to consider for your group’s Content Lab. Please answer the following prior to your Content Lab.**

Objective : To promote the R&D capabilities of the firm ?

- a. How have your group’s objectives changed since your last content update?
- Communicate clearly: who we are, what we do, and why it is important to the user
  - Make this section consistent with PM USA’s primary objective – transparency of issues.
- b. Do you own content in your site section that **must not** change?
- All content can change, but all content changes will have to be closely coordinated with PMI and Legal.
- c. Do you own content in your site section that **must** change?
- Move “Compliance with Legislation” content to “Regulation” section ✓
  - Section should be called “Risks of Smoking” because it covers issues of importance to non-smokers as well as smokers; “Health Issues for Smokers” is too limiting ✓
  - Add statistical information about incidence of disease(s) in smokers — ?
  - Add content (or new section) for “Development of Harm-Reduced Products” ✓
  - Restructure the information for different audiences (e.g., top-line the issue for general audiences and provide in-depth info for scientists, health professionals, etc) ✓
  - Third-Level content elements that should be added: ✓
    - Lung Cancer
    - ETS
    - non-smokers
    - kids
    - Addiction
    - Safer Cigarettes (harm reduction)
    - Other Cancers
    - Other Diseases and Effects
    - Smoking and Pregnancy
    - Emphysema
    - Asthma
  - The fourth-level content elements under each of the above would be structured in the following way (and order):

1. PM USA's Position on the issue (internal links); i.e. We agree with the overwhelming medical and scientific consensus that cigarette smoking causes lung cancer, heart disease, emphysema and other serious diseases in smokers
2. Public Health Officials Position on the Issue
3. What is it? (links to external resources; i.e., for "Lung Cancer" should link out to American Cancer Society site )
4. What causes it? - ?
5. Related Links (e.g., patents, publications, awards)

- "Internal Cross Links" list needs to remove the following:

- Desktop Communicator
- Wireless-Enabled Communications
- Grants
- Public Place Smoking
- Quitting Smoking

Move "Government Action/Other Legislative Features" to "External Links" list

- d. Do you agree that the following are your section's audiences? If you do not, please add or subtract accordingly.

Scientists  
Potential Hires  
General Public

- e. What site features would you like to have in your section to encourage dialogue with your audiences (i.e., opinion poll, newsletter registration, etc...)? none

- Downloadable print ads if they are informative ? no

- f. What content in your section would you like to see represented graphically (i.e., statistics as charts, etc...)?

- Pictures of the effects of smoking (specifically mentioned a picture of a black lung) we'll let Legal or the Senior Team pull us back, if necessary)